Inside Research Citations

Hands On®

The Newsletter of the American Massage Therapy Association

Volume XVII, Number 5 September/October 2001

A Renewed Focus On Research

In response to member survey results, AMTA is delving into massage therapy research. This recharged support of research is a part of the association's strategic plan—to promote the value and effectiveness of massage as revealed through research. AMTA will place a priority on research in the fiscal year 2002-2003, as approved by the AMTA Board of Directors.

"From the purely scientific view, massage efficacy is in doubt," says AMTA President **Steve Olson (ND)**. "We owe it to the public and ourselves to clearly establish the benefits [of massage] through research."

AMTA's emphasis on massage research continues with keynote speaker Tiffany Field, Ph.D., director of the Touch Research Institutes, addressing AMTA School members (see Page 8), and with the insert in this issue listing citations to research articles documenting the efficacy of massage.

The AMTA Foundation takes a leading role in supporting massage research. The foundation is concentrating on two areas for the near term: 1) placing the Massage Therapy Research Database on the AMTA Foundation Web site; and 2) advancing the recommendations and outcomes of the Massage Research Agenda Workgroup.

The Massage Therapy Research Database, a premier collection of citations (a listing of authors and titles) to research articles about massage therapy, will be unveiled at and available free to the public after the AMTA National Convention in Quebec City, Canada, at: **www.amtamassage.org/foundation/home.htm**. At convention, the foundation will host workshops to introduce the database, provide instructions on using the database and to highlight plans for future development of the database. (See below for workshop information.)

"The Massage Therapy Research Database easily and conveniently brings important information to AMTA member practitioners to assist them in delivering the best possible care for their clients," says AMTA Foundation President **John Balletto (RI)**.

The recommendations of the Massage Research Agenda Workgroup were published in the Fall 2001 issue of *Massage Therapy Journal*®.

The foundation will host three educational workshops on how to use the Massage Therapy Research Database at the National Convention on Friday, Oct. 19, at 5 p.m., 6 p.m. and 7 p.m.

Ethics Requires Action

Do you have the right to expect your association to not give your name, address and phone number to someone without your permission? Of course you do.

How would you feel if a fellow massage therapist took your client list and openly sought to take those clients away from your practice? That could have a very negative effect on your livelihood and, undoubtedly, you would be upset about it.

Does AMTA own your name and contact information? Do you own your clients'? Of course, the answer to both questions is no. But, when unethical acts like these are committed against you, you and AMTA would want to do something to stop them.

A few months ago, AMTA filed a lawsuit against MPAmedia

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Ethics (Continued from page 1)

Corporation, the owner/publisher of the newsletter *Massage Today*. Since then, misinformation has been circulating about the lawsuit and about AMTA's goals, benefits and view of the profession. It's important for you to know the facts. AMTA is a member-driven association that provides a menu of member benefits (as directed by members), including increasing public awareness of massage and upholding ethics and standards. AMTA is a true professional association, working for the common goals of its members, not an insurance broker.

AMTA has grown large (more than 46,000 members) because it doesn't ignore its members or try to control how massage therapists practice. Your association has a mission and clear goals, as defined by members. Your association also pioneered new developments in building the profession—from National Certification, to COMTA, from fair licensing and regulation where our members wanted it, to a Code of Ethics and Standards of Practice. AMTA may not always agree with what other organizations and businesses do (and vice versa), but it doesn't stand in the way of ethical practices and free discussion of the issues massage therapists face.

It's important for you to know that AMTA's lawsuit is not an attack on the publication of *Massage Today* or the forum it provides. We strongly object to MPAmedia taking AMTA member names and information unlawfully, from a protected AMTA source, and misusing it for its monetary gain. Likewise, AMTA cannot allow any publication to use the association's logo, without permission, or we risk losing the right to claim the logo as our property and part of AMTA's identity. Before resorting to legal action, AMTA sent two letters requesting, unsuccessfully, that MPAmedia stop misusing our membership list. You also need to know that they never asked to use or rent our member list (your name and information); they just took it.

Of course, AMTA understands that not all members object to having their names and addresses rented or sold to advertisers, or distributed on the World Wide Web. However, when members gave us permission to use their names and contact information in the *AMTA Registry*, many requested that information not be rented for advertising purposes. AMTA has honored those requests. For those members who ask that AMTA not distribute this information but maintain their privacy (whether for personal safety or other concerns), AMTA has a duty to protect that right to privacy.

If only one member complained about the misuse of their name, we would have the obligation to protect the rights of all members, as well as your association's property. AMTA has taken consistent and appropriate action to stop misuse of our member list, up to and including a successfully completed lawsuit in the past.

You also need to know that AMTA never sells its member list, but rents a mailing list for one-time use to anyone who submits a request and meets basic guidelines for rental. These guidelines are similar to those of other national associations. *AMTA's Find a Massage Therapist®* national locator service is a benefit for Professional-level members that is currently attracting about 10,000 inquiries each month from people

(Continued on page 3)

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Upcoming Deadlines

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Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

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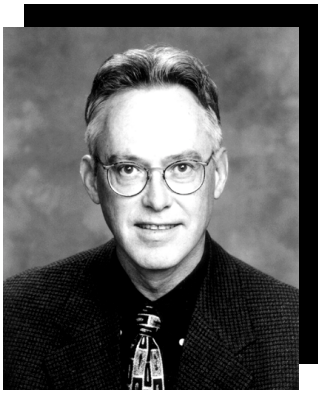
President's Letter

Observations and Transitions



Being president has provided an excellent perch for observing AMTA and the profession. I have noticed that the exceptional reputation of AMTA is growing. We are viewed as an influential organization that serves its members in a caring, ethical and professional manner. Our membership numbers, our not-for-profit status, our governance by volunteers and our history of service to the profession opens the way for our participation in state and national meetings. Did you realize that with more than 47,000 members, we are perhaps one of the largest associations in the constellation of complementary and alternative medicine professions? Collectively, we carry a strong voice.

I have observed that massage therapy is highly regarded by other professionals. Having a national certification exam, regulation in 30 states, an AMTA Foundation dedicated to research and an accreditation body all serve to establish massage therapy as a true profession. It doesn't hurt that the consumer is with us 110 percent, either.

Our success has been earned. In our first 50 years, individual members and volunteer leaders carried the weight of moving the association and profession forward. In the late 1980s, we added staff to assist the volunteers. In the early 1990s, we hired our first executive director. Then, in 1994, Marlys Sperger became AMTA's second executive director. AMTA is yet at another transition point as Marlys retired in early August. Marlys served the board and AMTA with consummate skill and dedication during an unprecedented period of growth. On our behalf, I thank Marlys for her assistance in carrying out the mission of AMTA, and for her stellar guidance of staff.

Recently, the AMTA Board of Directors confirmed Elizabeth Lucas as our next executive director (see article on Page 7). I know that Liz will serve the board and the association with dedication and skill. Please extend your warmest welcome to her.

Another transition will occur in October, when Carolyn Talley will be installed as the next AMTA President. I am confident that she will accomplish the duties and responsibilities of office effectively and competently (liberally seasoned with her Southern charm).

As my term nears its end, I am reflective of the year's events. The leadership of AMTA continues to chart a purposeful course for the association, based on the strategic plan and through its increased use of visioning techniques. Under guidance of the executive director, staff will follow the directions established by the board. Chapters, and their leadership, are serving our members with increasing success. The current issues surrounding insurance and participation in the medical model are being explored and sorted out. Eventually, they will yield their prominence to the next set of urgent questions.

In short, AMTA and the profession are doing well. We know our history, we are firmly planted in the present, and we are prepared for the future. Thank you very much for the opportunity to serve you, AMTA and the profession.

Steven C. Olson
President, AMTA

Ethics *(Continued from page 2)*

seeking a massage therapist. The locator service is voluntary for Professional members, and AMTA only lists you if you wish to participate.

AMTA does not expect this lawsuit to cost unreasonable amounts of money or to restrict use of member dues for the benefits and services it provides.

AMTA is your association. And it will always work for you in an ethical and fair way.

— Steven C. Olson, AMTA President
— Marlys Sperger, AMTA Executive Director

Fingerprints

A Little Effort Goes A Long Way

The Whispering Winds Touch Team Inc., founded by **Doran Hawkins (CA)**, is a nonprofit corporation outside of Los Angeles that strives to provide massage to persons in need. Hawkins and her team of 25 volunteers serve organizations such as Caring for Babies with AIDS and the Ronald McDonald House of Los Angeles, by providing massage and promoting a positive environment. For five of her six years with Whispering Winds, money for supplies and other expenditures has been coming out of Hawkins' pocket. This is the first year that money has been donated.

Doran Hawkins works on a client at the Foundation for the Junior Blind in Los Angeles, one of the many organizations she serves with Whispering Winds.

Many promotional programs are currently taking place with the team. They are preparing a fall public service announcement for cable and prime-time television networks that will feature 25 Hollywood stars, and focus on the importance of touch. A large billboard on Sunset Boulevard, which Whispering Winds had donated to them, is in the works. Hawkins also plans to open five retreats for families with sick children in large cities across the county.

"I've raised more than $50,000 by myself," says Hawkins. She wants members to know that: "They can go far with what they're doing … People will support you if you go in the right direction."

COS Member First School To Facilitate Massage Exchange

The Phoenix Therapeutic Massage College in Scottsdale, Arizona, an AMTA School member, is undertaking the first international student exchange for massage therapy students. In late September, 26 students from the school will travel to London for the two-week exchange. The students will participate in courses at the London College of Massage and UK College, and will receive an International Education Certificate.

"My students can't wait," says Fredonna Newton, executive director of the college. "They're actually going to be learning hands-on techniques from the London instructors."

AMTA Foundation News

Foundation Trustees Attend International Conference On Alternative Medicine

AMTA Foundation President **John Balletto (RI)** and Trustee Brian M. Marcotte, Ph.D., attended the first International Scientific Conference on Complementary, Alternative and Integrative Medicine Research held in San Francisco this past May.

The conference is an international gathering of researchers who investigate all types of complementary and alternative medicine. Such contact between researchers should eventually yield compelling information about the use and efficacy of integrative techniques. Foundation trustees were present to ensure that research about massage therapy is a vital component of this development.

Balletto and Marcotte also hosted an information session about the outcomes of the AMTA Foundation's Massage Research Agenda Workgroup, to help reinforce the fact that the AMTA Foundation is the premier professional organization responsible for research about massage therapy.

Thanks To The Maryland Chapter

The AMTA Foundation would like to offer its sincere thanks to the members of the AMTA Maryland chapter for their fund-raising events during the recent Mid-Atlantic Convention in Ocean City, Maryland. Proceeds went to the foundation.

"Massage: It Really Works" Is Theme For NMTAW

Get involved with your chapter, and support AMTA's National Massage Therapy Awareness Week (NMTAW) October 21-27.

This year's theme, "Massage: It Really Works," and our publicity efforts will focus on how a growing body of research confirms that massage is effective therapy for a variety of ailments, and that it is an important part of wellness.

A packet of material that was mailed in July to all chapters, COMTA schools and AMTA Council of Schools members is available in the Members' Section of the AMTA Web site at: **www.amtamassage.org/members/NMTAW/nmtaw.htm**. Look through the information for material that could help you support NMTAW.

Home Depot is again supporting NMTAW this year. Ask your chapter if it is working with the wellness coordinator of a Home Depot store on a NMTAW event for employees. This is a unique program only available through AMTA chapters. Later this fall, AMTA will announce the results of its annual survey of consumer attitudes about massage. Watch the Web site for information about the survey, and look for a summary of the results in the next issue of *Hands On*.

Web Site News

New Membership Materials And Online Convention Registration

For member convenience, the entire New Member Kit is now available on AMTA's Web site, with direct links to pages that can provide members with all of AMTA's benefit information. Off-site links go directly to instant health-insurance quotes, and for Professional members, there are links to discounts on car rentals, hotels and refunds on real estate sales. Type in the URL: **www.amtamassage.org/benefits/cmp_guide.htm**, or click on the Members' Section of the Web site and look in the Benefits index at the top of the page. The first item you will see is "Grasp the Value of an AMTA Membership."

While surfing around, sign up for the 2001 AMTA National Convention, October 17-21 in Quebec City, Canada, at: **www.amtamassage.org/education/quebec.htm**. The entire schedule of events, course descriptions, speaker biographies and travel information details are provided, along with a PDF file of the brochure mailed to all members in early July. Links to reserve discounted airfares online with the lowest contracted rates are available on the site. Booking online saves the $10 transaction fee charged for telephone reservations. The online form is on a secure server so that all personal information and credit card numbers are protected. Sign up for the National Convention today!

Education Events

2001 National Convention

It's not too late to register for the 2001 National Convention in Quebec City, Canada, which runs from October 17-21. Choose from 18 continuing education courses, including breast massage, ethics and Tai Chi massage. These seminars will be taught by some of the most talented leaders in the field. Classes will fill up, so to ensure your class selections, register now.

An extensive exhibit hall will display state-of-the-art tools and resources to enhance your practice. Other activities—the annual business meeting, national committee presentations and several social events—will take place during the convention.

Stay afterward for the post-convention workshop on connective tissue massage for the back, neck and shoulders, which will be led by John Latz, president and founder of the Institute for Structural Integration. Proceeds will benefit the AMTA Foundation.

Additional highlights at this year's convention will be the AMTA Foundation poster sessions and the unveiling of the foundation's online Massage Therapy Research Database. The foundation will teach how to use the new database to locate massage-related research articles during database training workshops.

To receive a registration brochure, call the AMTA National Office at 847-864-0123, ext. 143. Or to register for convention online (credit card payments only), visit: **www.amtamassage.org/education/quebec.htm**.

Voyez-vous là! See you there!

Participants Gain New Ideas At 2001 Mind, Body, Spirit Retreat

The second AMTA Mind, Body, Spirit Retreat, held late April to early May in Puerto Vallarta, Mexico, was considered a success by all. The event began with attendees meeting and mingling at the evening welcome reception. Educational sessions began the following day.

Suzanne Torrenzano (VA), Ed.D., presented the first session, "Stepping Stones to Enhanced Health." She and the participants formed a strong bond as they identified personal health challenges, and established realistic goals for improved health. The attendees then explored a variety of holistic methods and techniques to attain these goals.

In the Acu-Yoga session, originator Michael Reed Gach, Ph.D., guided participants through a variety of exercises and postures that stretch, balance and deeply relax the body. Acu-Yoga is a system of self-healing that integrates the knowledge of two ancient techniques—acupressure and yoga.

Mind, Body, Spirit retreaters enjoyed themselves in Puerto Vallarta, Mexico.

Participants were given ample time to explore the beauty of Puerto Vallarta. Attendees valued the fact that the retreat sessions synthesized several ideas. They learned new ways to care for themselves, and they appreciated the emphasis on stretching and breathing. Participants expressed a strong desire to continue the retreat in the future.

AMTA Welcomes New Executive Director

Elizabeth Lucas, AMTA's director of communications and marketing for the past six years, has accepted the position as the next executive director of AMTA. Effective August 6, Lucas began her new role, after former Executive Director Marlys Sperger retired.

Lucas, who has been in association management for 14 years, was selected by an Executive Director Search Committee, working with an outside search firm and approved by the AMTA Board of Directors. "I am deeply honored the board has selected me to follow Marlys' truly remarkable leadership," she says.

Earlier this summer, Lucas earned the Certified Association Executive (CAE) designation from the American Society of Association Executives. She graduated from Drake University in Des Moines, Iowa, with a bachelor of science degree in marketing. Lucas is a lifelong believer in continuing education.

Lucas is looking forward to her new position with the association. "I'm excited about the role the executive director plays in assisting the volunteer leaders as they direct the future of AMTA, guided by member input," she says.

Among her chief goals, Lucas says, are continuing to meet members' needs, building relationships with other organizations, and helping grow awareness and use of massage therapy.

Elizabeth Lucas became the new executive director of AMTA, effective August 6. Lucas served AMTA as director of communications and marketing for six years.

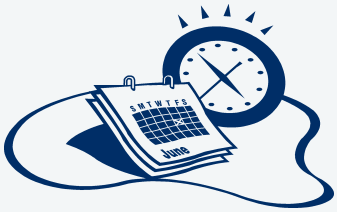
Moving Forward

The AMTA Board of Directors took the following actions at its meeting in Girdwood, Alaska, May 25-26, 2001:

- The board approved the House of Delegates Operations Committee's request for rental of voting equipment for the 2001 House of Delegates meeting in October. The equipment will simplify the counting of the weighted votes.
- A new hotel discount program was approved for Professional members. Details will follow as they become available.
- The board approved an annual administrative grant to the AMTA Foundation. This will allow the foundation to continue its work and expand its efforts to raise funds from various sources.
- Distance-learning recommendations from the Education Committee were heard. The committee will proceed with the creation of different distance-learning modules designed to help members meet their continuing education needs.
- The national volunteers present at the meeting engaged in their first "mega-issue" discussion. The discussion is designed to address an issue that the association will have to face in the next five years. This meeting's topic was the massage therapy profession in relation to the medical model, which included a discussion on members', prospective members' and consumers' needs and wants. The purpose was to bring as much relevant information to the table as possible and assess the association's role. The determination of the leadership was that this is a complex issue for members, and AMTA needs to provide information on all perspectives to allow members to make their own decisions regarding their individual practices.

Calendar

Regional & National Events



2001

October 14–16
AMTA Board of Directors Meeting
Quebec City, Canada

October 17–21
AMTA National Convention
Quebec City, Canada
Contact: 847-864-0123, ext. 143
Exhibitor Contact: 847-864-0123, ext. 113

October 21–27
National Massage Therapy Awareness Week
Contact: 847-864-0123, ext. 149

2002

January 22–26
AMTA Council of Schools Annual Meeting
Tucson, Arizona
Contact: 847-864-0123, ext. 150
Exhibitor Contact: 847-864-0123, ext. 113

October 2–6
AMTA National Convention
Portland, Oregon

October 20–26
National Massage Therapy Awareness Week
Contact: 847-864-0123, ext. 149

New Research Citations Fact Sheet Enclosed

Inserted in this issue is an updated fact sheet, *Research Citations on the Efficacy of Massage*. Feel free to copy it, and use it to promote your practice and educate both potential clients and medical professionals about research that shows massage really works.

Tiffany Field To Address 2002 COS Leadership Conference

Council of Schools (COS) Leadership Conference and Annual Meeting attendees are in for a treat as Tiffany Field, director of the Touch Research Institutes in Miami, will deliver the keynote address.

The Leadership Conference, to be held January 22-26, 2002, at the Westward Look Resort in Tucson, Arizona, promises to bring a vital issue to the forefront. How will competency-based education affect your school?

As educators, regulators, employers and other key professional contributors focus on implementation of competency-based education in massage therapy, presenters have been gathered to give conference attendees insight into the concept, implementation and goals of competency-based education as it relates to massage therapy training.

Another important event is the annual business meeting, where the COS Board officers are elected and installed.

For more information about the COS Leadership Conference and Annual Meeting, call 847-864-0123, ext. 150.

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